



Fremont Community Public Meeting July 23, 2007 SWOT Feedback

Local Economy

Strengths

Agriculture thriving
Retail center
Hospital, schools
Service economy
Shop locally – mostly
Trust and known by folks
Infrastructure

Weaknesses

Employment opportunities throughout
Agriculture also
Lack of local processors to add value to
agriculture
Need more restaurants
Not on north-south highway

Opportunities

Make more use of performing arts
Recreational opportunities
Access to water – recreation and
industry
Existing industrial park
Workforce quality

Threats

Loss of major employer
Uneven environmental regulation
Tax rates
Loss of support for schools

Natural Resources

Strengths

Lakes
Creeks and streams
Lay of the land
Good soils
Woods and forests
Agriculture
Diversity of wildlife

Weaknesses

Housing development near water
Less than stellar road maintenance

Opportunities

Improvements to city to encourage more
people to move there or stay
Purchasing of open properties
High density, compact development
(PUD)
Plan to conserve agriculture land using
“smart” planning
Preserve the good farming lands
Expanding sewer service

Threats

Conversion of farmland to large homes
Large lot zoning (5 acres)
Larger farms and conflicts with homes
(e.g. factory farms)
Big increase in businesses



Transportation, Utilities & Public Services

Strengths

NCCS
Water system in Fremont
Schools (public services)
Library
FACF
DPW/City of Fremont
Market Place
Municipal Airport
Outstanding public services

Weaknesses

Trucks and large equipment through town
Empty industrial park
Economic climate in Michigan
No intercity transportation

Opportunity

City cab
Commission on aging = transportation (expansion) = (out of town)
Industrial park and public services
Continuation of sewer project around Fremont Lake
Housing (senior)
Bio-digester project/act. Energy
Economic growth Foundation of E.G.

Threats

State funding local government schools
Nestle/Gerber
Natural resource protection
Price of energy (commuting)
“Outside” development

Housing

Strengths

Affordable
Diversity
Spread out
No large housing development in country, but in the city
Good neighbors
Variety
Community and safety

Weaknesses

Derelict housing in the city
General maintenance
Not regulated
Cut grass
Garbage on property
Not enough nursing homes
Privately owned vs. rental

Opportunities

Rules (carefully though through)
Road frontage
Rent out farmland
Letter of the law not the intent
More rental properties for young families
Education in regards to owning your property

Needed Improvement

Flexible land use
Want farmland to be used as farmland
Identify good farmland and housing land
Preserve good farmland



Community Character

Strengths

Connection between rural and city
Farmland
Rural atmosphere
Downtown farmers market
Wellness center (in old Wal-Mart)
Town & country path
Arts Place
Dogwood
Library
Hospital

Weaknesses

Accessibility (for disabled)
Lack of senior housing
Lack of public transportation
Might lose historic assets if something is not done now

School system (coordination)

Opportunities

Cluster housing
Investing in agriculture
Determining an “end point” (for services)
Trolley in town
Infill/reuse
School placement
Incentives for concentrating downtown
Walkability
Connecting city youth with farming for 4-H, county fair

Threats

Bad decisions
Hard to preserve agriculture
Growth for the sake of growth